



SEPTEMBER 29, 2020 | TOM NORWALK, PRESIDENT & CEO

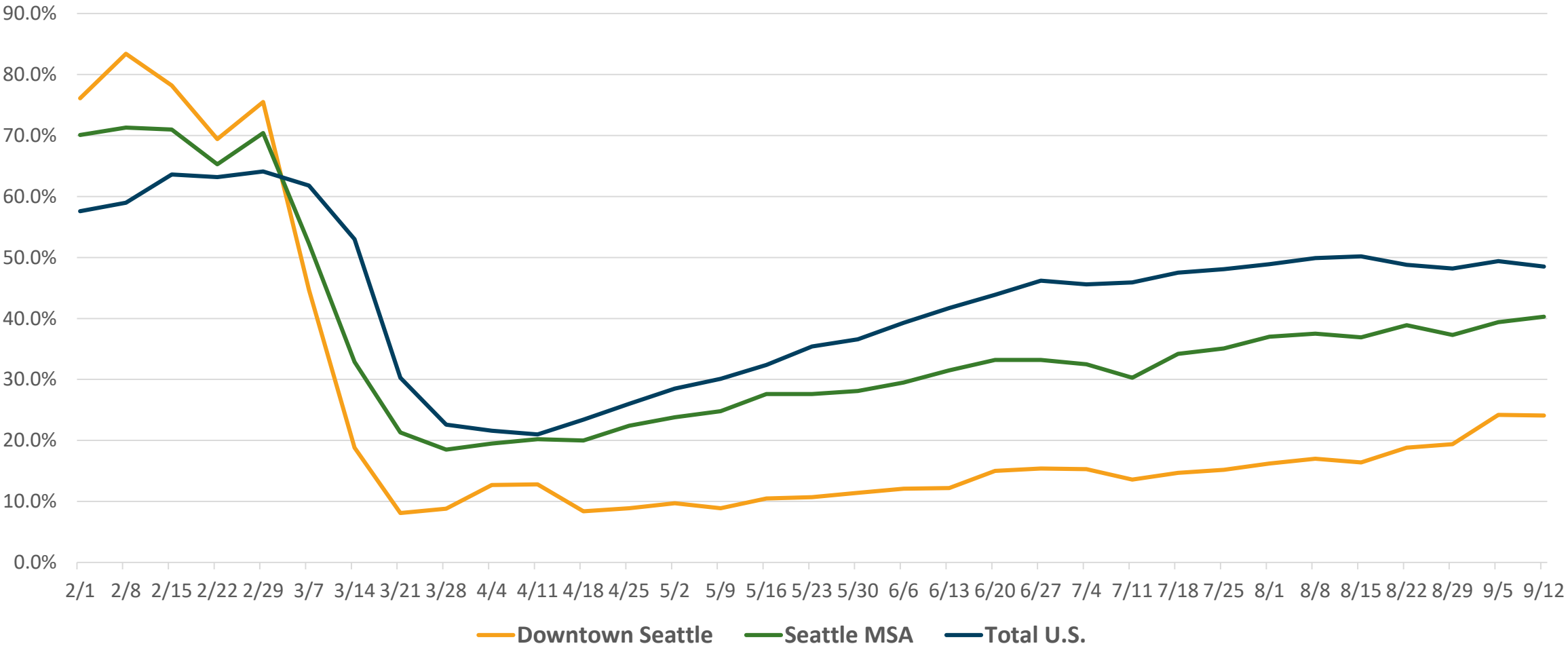
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# Visit Seattle



# 2020 Hotel Occupancy During COVID-19

February – September, 2020



# COVID-19 Travel and Tourism Industry Impact

## Meetings/Conventions – Washington State Convention Center

- 45 cancelled groups representing 321,514 room nights and \$333.1 million in lost economic impact.
- Seven recent convention cancellations have re-booked for future years and two more are in the active process of re-booking.

## Seattle Impact Hotel Operations

- 29 downtown Seattle hotels with 5,926 guest rooms closed at its peak (early April); 12 hotels yet to reopen.

## Alaska Cruise Season Cancelled

- 232 sailings expected with 1.3 million passengers and \$974.4 million in lost economic impact (source: Port of Seattle).

## SEA Airport

- Air travel came to a stop globally; passenger volumes down 94% YOY in April, still down 69% in September (source: Port of Seattle).

## Consumer Sentiment

- Nearly 40% of likely travelers say they will visit a small town or rural area on their Fall trips, with beach visitation less likely than in the summer months and urban travel increasing (source: Destination Analysts).
- In looking toward recovery, it will be critical to portray Seattle as a city that prioritizes the health and safety of its residents and visitors.

## Business Closures

- Since March, 126 street-level downtown Seattle business locations have permanently closed (source: DSA).